

Message Text

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PAGE 01 STOCKH 05189 081345Z

ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----099246 090339Z /64

R 081142Z DEC 77
FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC
INFO SECSTATE WASHDC 2500

UNCLAS STOCKHOLM 5189

E.O. 11652: N/A
TAGS: BEXP, SW
SUBJ: ADS REQUEST: MAI INTERNATIONAL CORP., TUSTIN, CA

1. ACCORDING TO THIS REQUEST MAI INTERNATIONAL IS SEEKING AN EXCLUSIVE DISTRIBUTOR FOR BASIC/FOUR BUSINESS COMPUTER SYSTEM-HARDWARE AND SOFTWARE. THIS SYSTEM IS PRESENTLY MARKETED IN SWEDEN BY COMPUTER MACHINERY COMPANY AB (CMC) AND WAS EXHIBITED IN OUR DATA SYSTEMS YSA SHOW . OCTOBER 10-12, 1977 BY THE FORMER.

2. WE UNDERSTAND THAT THE MANUFACTURER AND CMC HAVE CONSIDERED A CANCELLATION OF THEIR AGREEMENT, BUT ACCORDING TO MR. STAHL, MANAGING DIRECTOR OF CMC, THE SWEDISH SUBSIDIARY OF THIS FIRM IS NOW INTERESTED IN A CONTINUATION OF THE DISTRIBUTORSHIP.

3. PRESENT AGENT:

COMPUTER MACHINERY COMPANY LTD. SWEDEN AB (CMC)
TULEGATAN 44
S-104 32 STOCKHOLM, SWEDEN
CONTACT: MR. STIG STAHL, MAN. DIR.
TELEPHONE: 08/15 15 50
TELEX: 17447 CMCS

THIS FIRM, ESTABLISHED IN 1971, HAS SHARE CAPITAL OF SKR 80 THOUSAND, 40 EMPLOYEES, AND ESTIMATED ANNUAL TURNOVER OF UNCLASSIFIED

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SKR 15 MILLION. IT IS A SUBSIDIARY OF CMC CO., LTD., LONDON, ENGLAND. ACCORDING TO LOCAL BANK SOURCES, THE PROFITABILITY OF THE FIRM WAS PREVIOUSLY UNSATISFACTORY BUT SINCE CERTAIN CHANGES HAVE BEEN MADE IN THE FALL OF 1976, BUSINESS HAS IMPROVED CONSIDERABLY. PAYMENTS HAVE BEEN MET PROMPTLY. RECOMMENDED TRADE CONTACT.

4. THE POST HAS ALSO CONTACTED OTHER PROSPECTIVE AGENTS IN THIS FIELD. SOME OF THEM TURNED THE OFFER DOWN BECAUSE OF THE KEEN COMPETITION IN THIS FIELD AND THE DIFFICULTIES IN MARKETING US SOFTWARE IN SWEDEN. THE FOLLOWING FIRMS ARE HOWEVER STILL COMTEMPLATING THE OFFER:

5. INDUSTRI-MATEMATIK AB

KUNGSGATAN 8
S-111 43 STOCKHOLM, SWEDEN
CONTACT: MR. KRISTER NORDIN
TELEPHONE: 08/23 69 60
TELEX: 17926

THIS IMPORTER/AGENT/DISTRIBUTOR OF ELECTRONIC COMPUTERS, PERIPHERALS, AND SOFTWARE HAS 40 EMPLOYEES, SHARE CAPITAL OF SKR 250 THOUSAND AND ANNUAL TURNOVER OF APPROXIMATELY SKR 8 MILLION. THE FIRM, WHICH WAS ESTABLISHED IN 1967, REPRESENTS DATAPRO RESEARCH CORP., DELRAN, NJ, AND MINI-COMPUTER SYSTEMS, INC., GEMSFORD, NY. THE FIRM IS FINANCIALLY SOUND AND HAS MET ITS BUSINESS OBLIGATIONS SATISFACTORILY. RECOMMENDED TRADE CONTACT. NORDIN HAS INDICATED A PRELIMINARY INTEREST IN THIS PROPOSAL BUT WANTS TO GET MORE INFORMATION DIRECTLY FROM THE MANUFACTURER.

6. KENTELE DATA AB

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S-171 48 SOLNA, SWEDEN
CONTACT: MR. ROLAND JOHANSSON
TELEPHONE: 08/83 98 00 OR 83 07 00
TELEX: 10793 ICLODAT S

THIS IS A SMALL IMPORTER/AGENT/DISTRIBUTOR OF MINI/MICRO COMPUTERS AND EDP PERIPHERALS. MR. ROLAND JOHANSSON IS THE OWNER AND MANAGER. THE FIRM, WHICH WAS ESTABLISHED IN 1976, HAS SHARE CAPITAL OF 50 THOUSAND AND ESTIMATED TURNOVER FOR THE FIRST YEAR OF SKR 1 MILLION. REPRESENTS: KENNEDY CO., ALTADENA, CA. LOCAL CREDIT SOURCES INDICATE THAT THE FIRM IS FINANCIALLY SOUND AND THAT PAYMENTS HAVE BEEN MET PROMPTLY. RECOMMENDED TRADE CONTACT. JOHANSSON HAS RECEIVED THE BROCHURES, BUT HE HAS NOT YET DECIDED WHETHER THIS PROPOSAL IS OF INTEREST TO HIS FIRM.
KENNEDY-MINOTT

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Sent Date: 08-Dec-1977 12:00:00 am
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Disposition Action: n/a
Disposition Approved on Date:
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Secure: OPEN
Status: NATIVE
Subject: ADS REQUEST: MAI INTERNATIONAL CORP., TUSTIN, CA
TAGS: BEXP, SW
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